

# BEING THE BEST NEIGHBOUR WE CAN BE

For generations, Twickenham has been synonymous with rugby – a place people around the world feel a deep sense of pride in, and one that draws millions of supporters each year. As the governing body for rugby in England, our pride in the game is inseparable from the pride we feel for the place we call home.

We know matchdays and events have a real impact on those who live nearby, and so we set out to operate under one simple principle: **to be the best neighbour we can be**. That means listening when things do not work, being visible and accessible on event days, and continually improving how we plan, manage and communicate our operations.

To this end, over the Autumn Nations series in November 2025, we undertook a comprehensive audit of our matchday operations locally, to understand local views and respond by improving what we already do. We are delighted that around 1 in 5 households from our nearest neighbouring streets took part, giving us a real understanding of views in the local area.



# 01

## TODAY YOU CAN



See the results of our recent residents' survey, including who took part and what they told us about matchdays



Understand the key themes in the feedback and learn what actions we are taking to improve matchday operations and local communication



Watch our new residents' information video, and the video we have made to set out our expectation of fans



Find out what happens next, including how we will continue to listen, report back and make improvements, and what we have planned for the stadium going forward

**This is not the end of the conversation.** We want to encourage everyone to continue to share any other questions or suggestions you have, either by talking to us in person, or filling out one of the surveys provided.

# UNDERSTANDING LOCAL VIEWS

## HOW WE REACHED OUT AND WHO TOOK PART

02

In November 2025 the RFU conducted a comprehensive survey to understand how we can improve our matchday operations for the benefit of our closest neighbours. We are absolutely delighted that nearly one in five houses in the most affected streets took part and we would like to thank all those who gave their time.

This represents a strong response rate for a local survey and gives us a robust, evidence-based picture of residents' experiences.

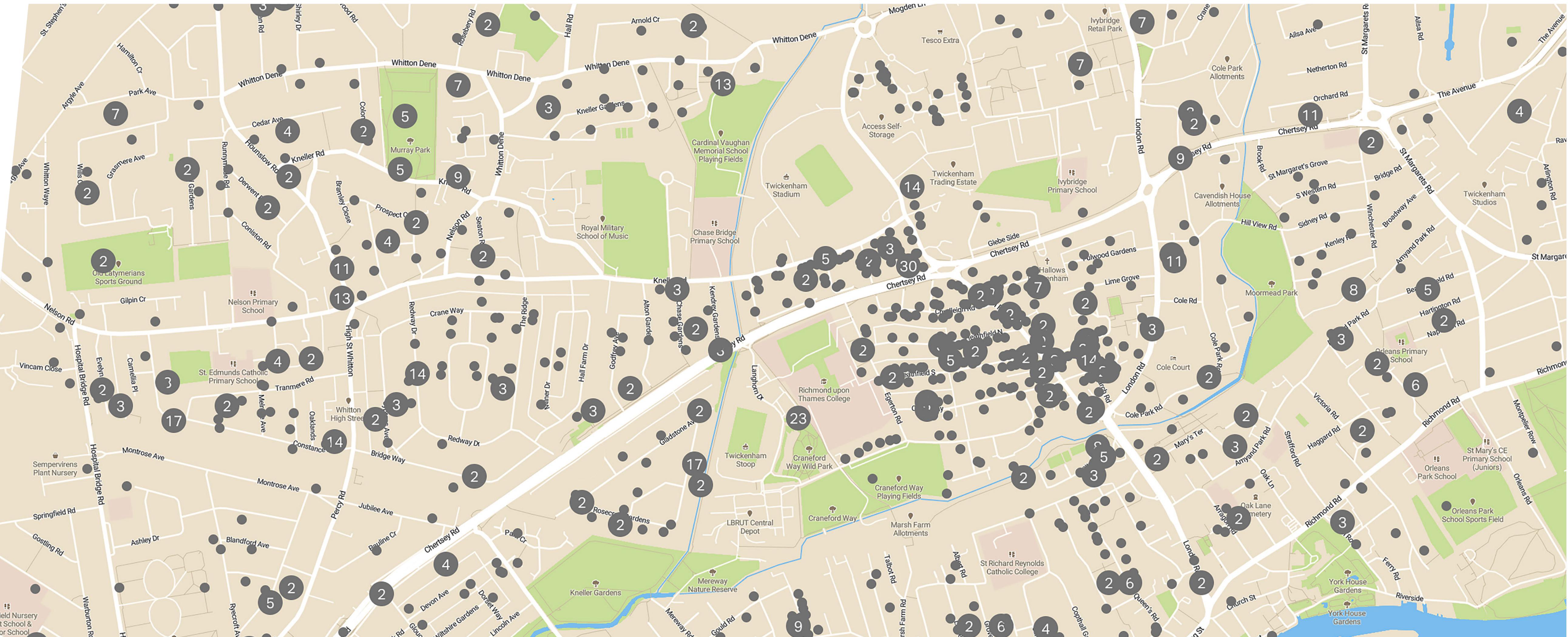
### HOW WE ENGAGED

Between November and December 2025, we carried out:

- An online survey completed by 480+ residents
- Door-to-door engagement with over 500 homes, and around 200 conversations on the doorstep
- Direct emails and WhatsApp messages to residents already engaged with us and flyers to over 2,000 people living in the area

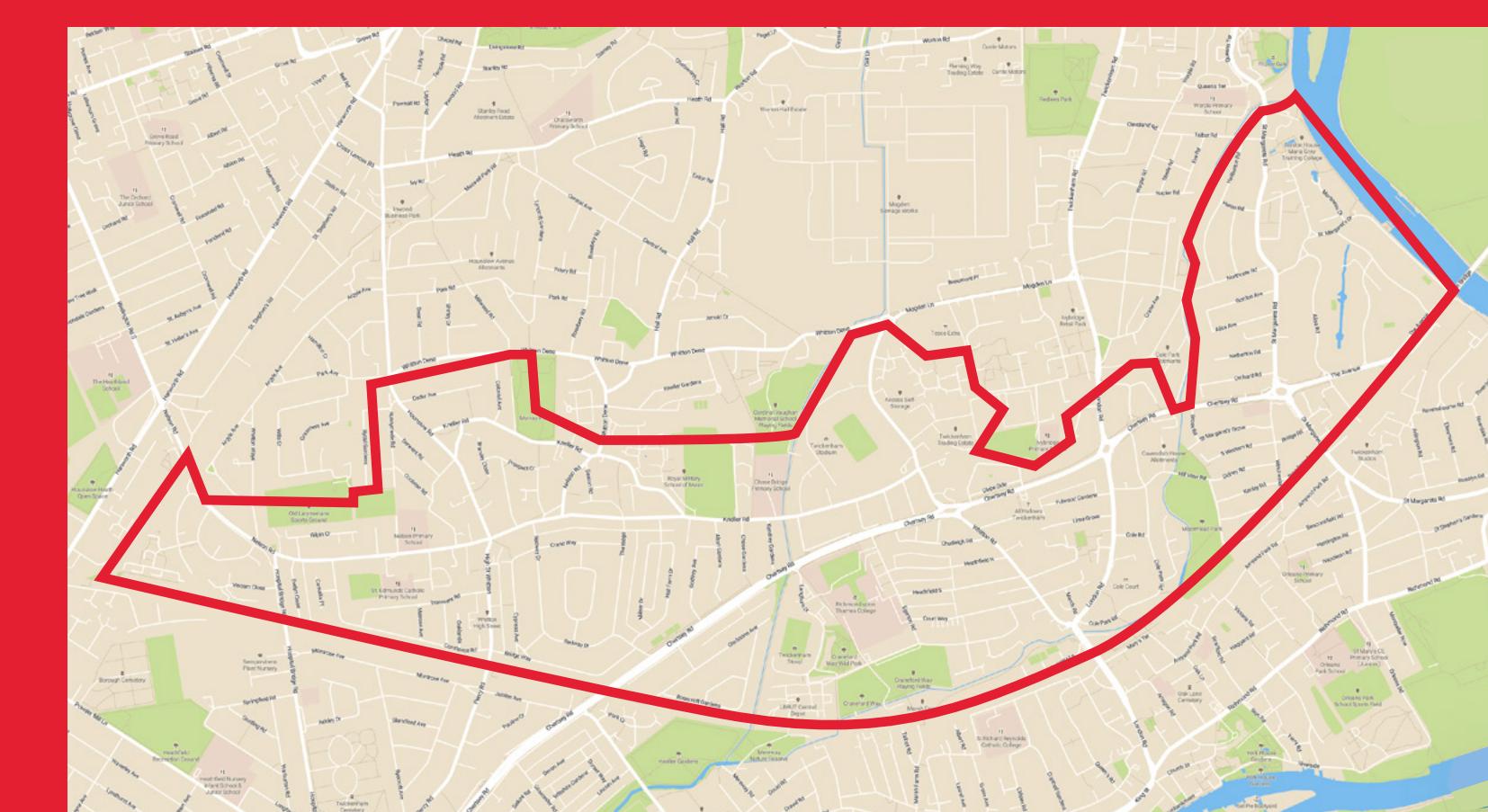
The consultation built on the two other rounds of consultation we have done with the local community about the future of Allianz Stadium in November 2024 and March 2025 respectively. Set out to the right is just a snapshot of the over 1,500 people who have now given us feedback throughout this process.

### WHO WE'VE ENGAGED WITH SINCE NOVEMBER 2024



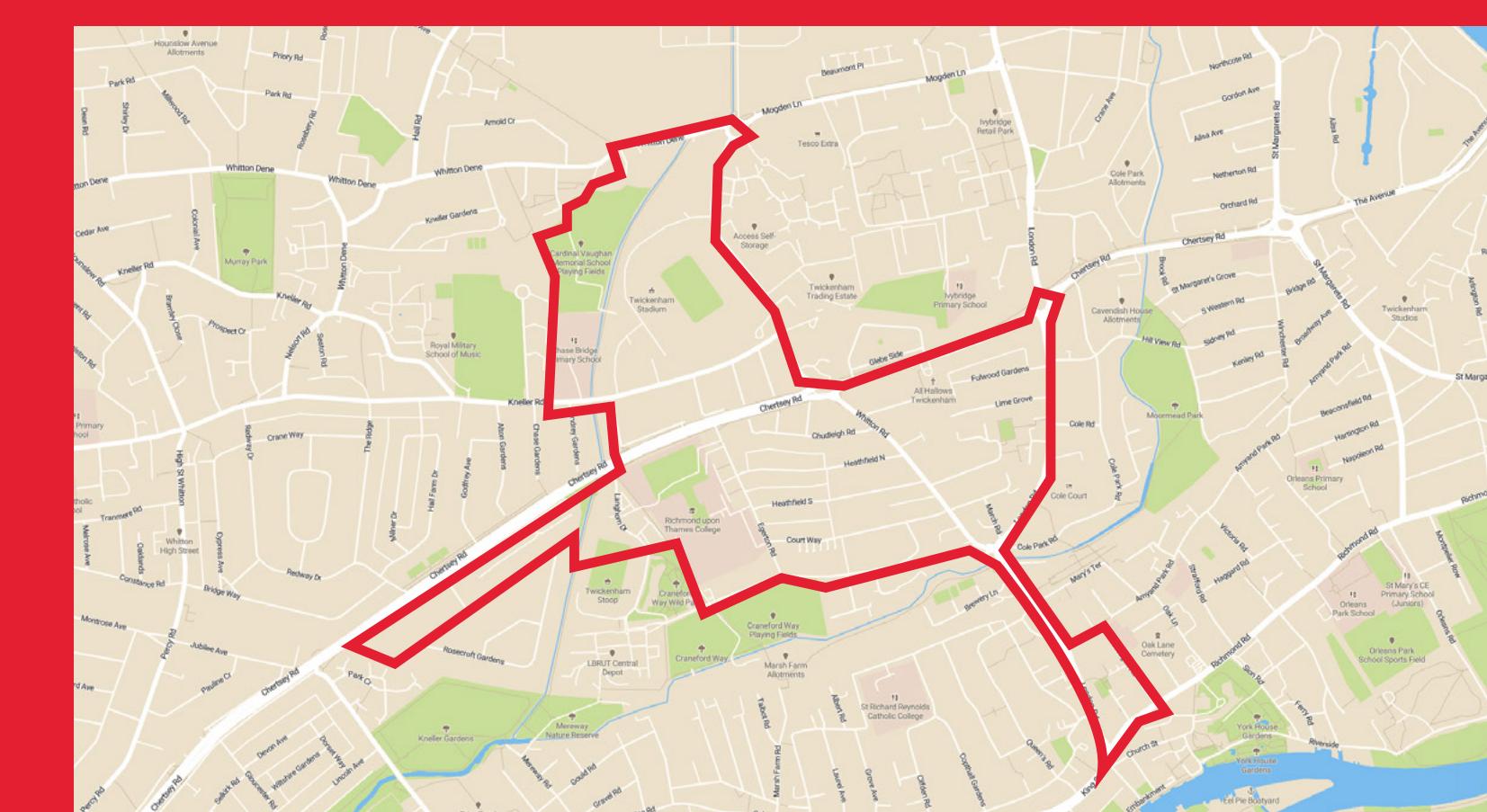
### HOW WE BREAK THIS DOWN

#### LOCAL POSTCODES (TW11 & TW2 7)



8,318 households in total

#### ZONE EX\*



1,371 households in total

#### HYPERLOCAL (DOOR-KNOCKING AREA)



761 households in total

\* Zone EX is a temporary area around the stadium that is used on event days to help the Council and police manage crowds, safety, traffic and behaviour.

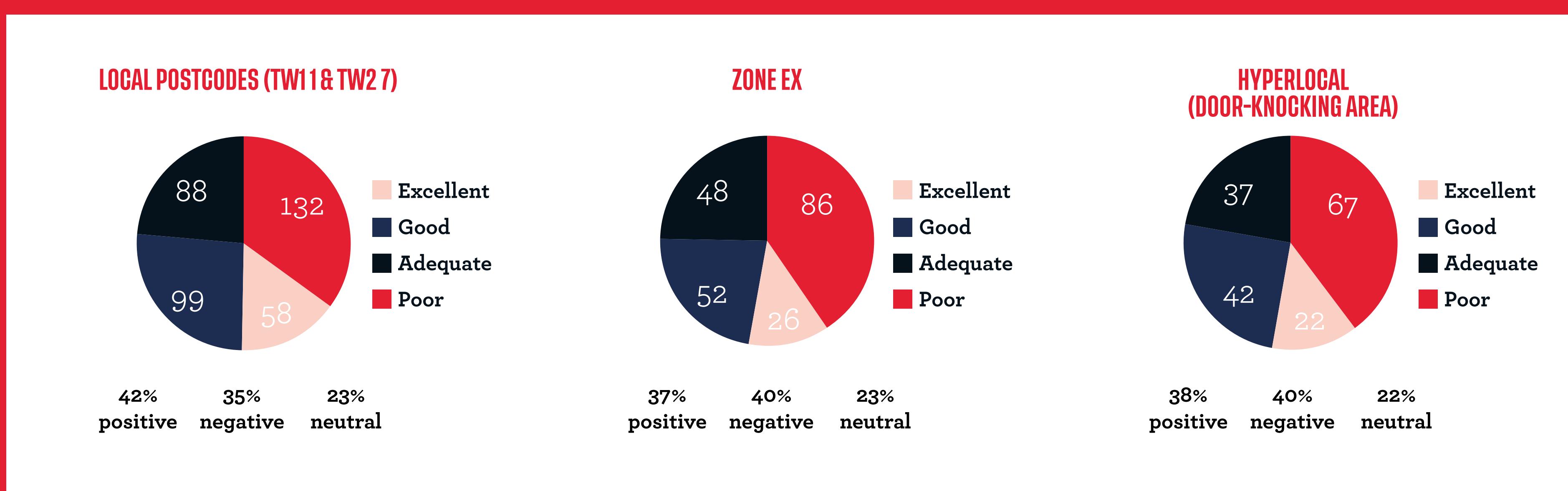
# WHAT WE HEARD

## KEY THEMES

# 03

**Everyone's experience of matchdays is different and there is no overall consensus about how well match and event days are run. There are areas, however, that we absolutely recognise can continue to be improved. Set out here is a summary of the feedback received. We then come on to how we have responded to this later in this exhibition.**

### YOUR GAMEDAY EXPERIENCE



Managing matchdays is not easy – rugby attracts tens of thousands of fans, and whatever we do, there will always be some impact on the area.

Much of this, of course, is positive. Having rugby in Twickenham supports a thriving local economy, and we are the largest single employer in the borough.

We appreciate that not everyone is currently having a positive experience when it comes to matchdays though, especially the closer to the stadium you live. We want to improve this and will continually work to improve these results over time.

### KEY AREAS TO IMPROVE

There are many things we continue to do well. From conversations, we heard praise for our actions, from the way we communicate with you, using channels like the Residents' WhatsApp Group, to the way in which we manage litter on event days, and the speed in which it's cleaned.

However, we are aware that there is more we can do, and your feedback has been invaluable in helping us identify where further improvements are needed. The feedback can broadly be broken into two different categories: traffic management and crowd management.

Traffic management, particularly the need to close local roads and the resulting effects on traffic were by far the most significant concerns, which is a key areas of focus for us. **The other key themes of feedback are set out below.**

#### TRAFFIC MANAGEMENT

##### KEY THEMES

	<b>Road closures</b>	Including roads closed for too long, inconsistency in road closures, and residents unable to leave or return home
	<b>Traffic and congestion</b>	Linked to bottleneck and congestion on Whitton Road, London Road and the A316

#### CROWD MANAGEMENT

##### KEY THEMES

	<b>Pedestrian Queues</b>	Around Twickenham Station
	<b>Antisocial behaviour</b>	Including fan behaviour on match and event days
	<b>Stewarding</b>	Not enforcing rules or monitoring crowds
	<b>Noise</b>	Produced from megaphones and fans

# WHAT WE HEARD HOW WE'RE RESPONDING (PART 1)

# 04

## WHAT WE'RE IMPROVING IN RESPONSE TO YOUR FEEDBACK

We are committed to continually improving how we manage matchdays and being the best neighbour we can be. In response to your feedback, we are introducing and exploring six new measures to help clear the area more quickly after matches, manage crowds more effectively, reduce antisocial behaviour, and improve communication. These will be tested, reviewed, and refined over time:

- 1 Re-opening the roads quicker by working with South Western Railway to improve capacity at Twickenham Station**, as part of a longer term strategy for the area being developed over the coming months
- 2 Enhancing our stewarding presence by better deploying stewards, and new Civil Enforcement Officers**, primarily in areas that local people identified as being a problem in their feedback, to reduce loitering, noise, and antisocial behaviour, and provide additional security and enforcement
- 3 Strengthening coordination with the relevant authorities and ensuring that antisocial behaviour has clear consequences**, including working with the Metropolitan Police, TfL, and Richmond Council so matchday issues can be dealt with quickly and appropriately, and that Fixed Penalty Notices are being issued for offences such as public urination
- 4 Reducing opportunities for antisocial behaviour** by installing temporary barriers in local alleyways and cut throughs to prevent unauthorised access and reduce antisocial behaviour
- 5 Improving communications with residents through the introduction of a new website page and improved feedback channels**, so people know where to get help, what's happening on the day, and when roads reopen
- 6 Reviewing the location and use of megaphones**, moving them where possible to less impactful areas, and exploring quieter alternatives such as LED signage

Some of these measures can be implemented immediately, while others will take longer and require continued testing with partners. We will monitor how these changes work in practice and continue to adapt them based on your feedback.

## OUR ENHANCED MATCHDAY PACKAGE FOR RESIDENTS

Alongside the six new measures we have a range of clear measures in place on matchdays to reduce the impacts on our neighbours. These include:



### TRAFFIC MANAGEMENT

- Promoting the use of other local stations, including underground services from Hounslow East and Richmond, to reduce the pressure on Twickenham Station and reopen the roads for residents more quickly
- Managing and regulating private hire vehicles, such as Uber and taxis
- Getting people walking and cycling to Allianz Stadium, including from Richmond Station, through the managed use of Lime bikes
- Getting fans across the A316 quicker to reduce road closure durations
- Providing advanced and live updates on fixtures and likely road closure times so you can best plan around matchdays



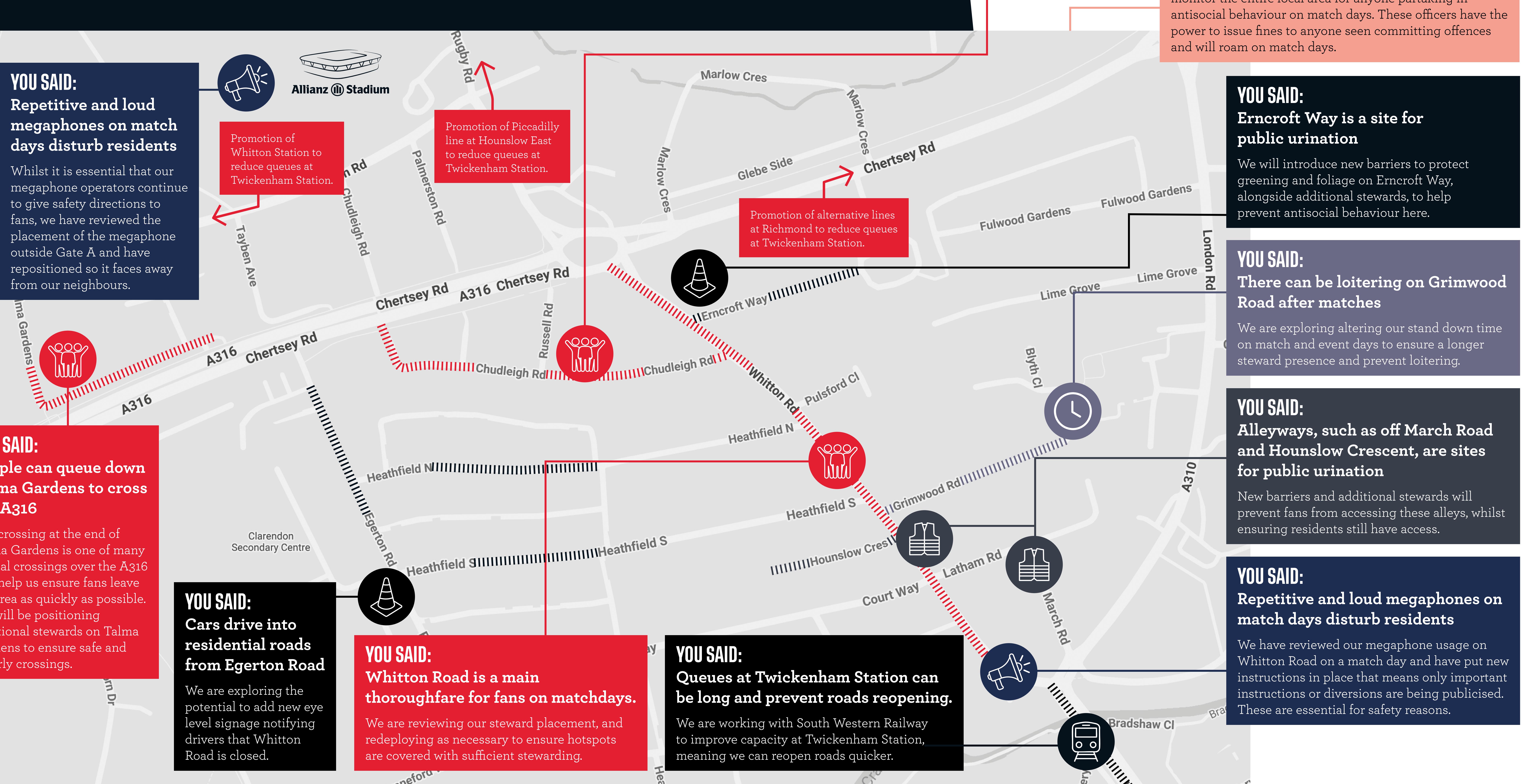
### CROWD MANAGEMENT

- Deploying a large on-the-ground stewarding operation, with over 160 stewards working at any one time in the local area for major events
- Providing jet washing for residents to clean up mess on matchdays
- Regular litter picking across your streets on matchdays
- Additional bin provision for litter and waste
- Restricting fan access on residential roads to ensure stewards can monitor and manage crowds
- Operating a dedicated matchday community helpline so you can report your issues in real time

# WHAT WE HEARD

## HOW WE'RE RESPONDING (PART 2)

Beyond this general work, we are also proposing to introduce a range of hyperlocal interventions around specific pockets of issues that you told us are common on a match day.



# THIS IS NOT THE END OF THE STORY

06

## NEXT STEPS

Many of you will know that we have set out a vision to enhance Allianz Stadium as a world-class destination for sports and events. Part of our plan is to increase the number of major non-sporting events we can host here each year, beyond our current cap of three.

We remain in discussions about this with the relevant authorities, including Richmond Council, the Metropolitan Police, South Western Railway and Transport for London, and expect these conversations to continue over the coming months.

**Exactly what our plans look like remain unclear, however we can confirm for now:**



Nothing will happen without local people knowing about it first. No planning application is currently registered with the local authority, and we will not be doing so until we have consulted further with the local community.



There will be a clear cap on the number of events we can host each year, and crowd sizes will be limited to below the full 82,000 capacity.



The Council and relevant authorities will be in control of safeguards around issues like crowd safety, noise and the sale of alcohol, which we will have to meet or we will have our permission revoked.



We will only proceed once we have reached an agreement with local transport operators that the local network can meet the demand.

We would like to thank everyone for their patience while we continue to evolve our thinking. No matter what happens our priority will still remain **being the best neighbour we can be**. We want our pride in the game of rugby to extend to the place we call home, and will continue to encourage our fans to do the same.

## OUR WORK

We hope that you found the information on display today useful and would like to thank you again for sharing your feedback. This is not the end of the conversation, and we would welcome any further thoughts, questions or suggestions about the matchday experience that you may have. Whilst we start to roll out some of these changes during the Six Nations, we would also welcome feedback on these improvements and how they are working in practice. Please feel free to share any thoughts using the details below.



## VIEW THE FULL RESULTS OF THE RESIDENTS' AUDIT

You can view the full results of the residents' audit online by visiting our consultation website: [ourstadiumconsultation.com](http://ourstadiumconsultation.com)

The results are also on display on iPads at the event today. Please speak to a member of the team if you need help finding this.

If you have any questions, or would like to provide your feedback please speak to a member of the team or get in contact on:



[info@ourstadiumconsultation.co.uk](mailto:info@ourstadiumconsultation.co.uk)



0800 307 7561

# RESIDENTS' EVENT DAY GUIDE: EVERYTHING YOU NEED TO KNOW

# 07

We strive to be the best neighbour we can be. While we already have ways of supporting our local residents around event days, we wanted to take this opportunity to ensure that everyone was aware of these channels and able to make use of them over the coming Six Nations matches and beyond.

## WHAT WE CAN HELP WITH

Our stewards are available to help with litter picking and jet washing at the convenience of residents. Naturally, we are not allowed to access properties without permission, so please do contact us if you require this service.

**In the event of an emergency which requires emergency services, or there is a crime being committed, call 999**

For parking issues please call Richmond Council on: 020 8744 0462

## PLAN YOUR DAY: EVENT AND MATCH DAY ROAD CLOSURES

Whitton Road, Rugby Road and London Road close approximately two hours before kick-off, and reopen at the kick off time for around 90 minutes.

**After the match:**

- Whitton and Rugby Roads (north of the A316) close for around 90 minutes
- Whitton and London Roads (south of the A316) close for around 2.5 - 3 hours

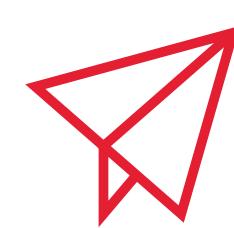
During this time, Heatham access is via Egerton Road from the westbound A316

## HOW TO CONTACT THE RFU ON A MATCH DAY



Text or call our match day community hotline **07894 814 180**

Texting is the quickest and most effective way to resolve any issues you have.  
*(Operates from 2 hours before kickoff, until all roads are open after the final whistle)*



Email our dedicated community email address on  
**twickenhamcommunity@rfu.com**

## STAY UP TO DATE



**Residents' WhatsApp group** provides the latest matchday information, including road closures and reopenings and transport. Scan the QR code to join



Stay updated on the day via X or Facebook **@rfuhometurf** or on the website here  
**englandrugby.com/the-rfu/twickenham-community-support**



# UPCOMING FIXTURES

We know that it's important for local residents to be aware of when matches are set to take place. Included below are those confirmed for the 2026 season.

Please note any changes to dates and kick off times will be published on our website, RFU Home Turf Facebook page and the Residents' WhatsApp group. For more information on these channels please use the contact details provided.

EVENT	DATE	KICK OFF TIME
Saturday 7 February	England v Wales	4:40pm
Saturday 21 February	England v Ireland	2:10pm
Saturday 11 April	Red Roses v Ireland	2:25pm
Saturday 2 May	Army v Navy	2pm
Saturday 20 June	Gallagher Premiership Final	3pm
September	Red Roses Fixture	TBC
Sunday 8 November	England v Australia	3:10pm
Saturday 14 November	England v Japan	4:40pm
Saturday 21 November	England v New Zealand	2:10pm
Friday 27 November	Nations Championship Finals Weekend	4:40pm / 8:10pm
Saturday 28 November	Nations Championship Finals Weekend	1:10pm / 4:40pm
Sunday 29 November	Nations Championship Finals Weekend	1:10pm / 4:40pm